

ASK FOR IT!

Ask and it will be given you. **S**eek and you will find. **K**nock and it will be opened unto you.

Luke 11: 9

*This newsletter is dedicated to the sharing of ideas and strategies for the funding and marketing of Lutheran Schools.
Lutheran Schools Development Center – Robert Rogalski, President*

Writing For Dollars

**(Second of a four part series)*

PART II – The Remittance Envelope

Every appeal mailing must include the most important part of the "ask"; the return envelope. Another part of the mailing package is the reply/commitment card which the donor completes. This information is vital to your cause and for updating your data base.

One approach is streamlining your mailing and saving on the printing cost by integrating the "reply card" with the return envelope. A sample is shown in this newsletter.

The abundance of information is best presented by using a (9 X 7^{1/2}) wide flap envelope. It serves two purposes:

- As a motivator so the reader will go back and read the appeal more thoroughly
- It's a convenient device for sending a check

Key points include:

- Print the theme/logo on the front
- Use a first class stamp for special donors/friends
- Business reply envelopes are effective but expensive
- It must fit into the outer envelope

Use of a student(s) photo is a marvelous means of reminding the reader of your mission to kids. It's an emotional approach that separates your appeal from others. Often the photo is on the back of the outside flap. It does cost more but the return is greater.

There's an old saying: *"The bigger the envelope the bigger the check."*

<p style="text-align: center;">OUTSIDE BACK FLAP</p> <p style="text-align: center;">Spreading the Gospel through Christian education and making it become firmly and joyfully alive in the hearts of children is the mission of Trinity Lutheran School.</p> <p style="text-align: center;">Keeping our school strong requires the loving support of many as we minister together to bring the spirit's power to the young of the church and community. Our ministry is only possible through the generosity of our friends like you.</p> <p style="text-align: center;">Thank you and God's blessings</p>	<div style="border: 1px solid black; width: 60px; height: 40px; margin: 0 auto; margin-bottom: 20px;"></div> <p style="text-align: center;">FRONT OF ENVELOPE 9 x 7^{1/2}</p> <p style="text-align: center;">Trinity Lutheran School P.O. Box 483 Elgin, IL 60180-0173</p> <p style="text-align: center;">School Logo Here</p>
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*The appeal letter, part one, can be located at www.lutheranschools.net

Inside of Remittance Envelope

Welcome to the CAP Program

Coaching

Administrators and Principals!



Through CAP schools will increase enrollment, establish financial security and discover a new source of income through the Annual Fund.

As an educational leader you are invited to browse the many strategies and techniques we have to offer. You will move to the next level by establishing a personal "coaching" relationship with CAP.

- Twelve (12) months of professional personal contact with the Development Center "coach" through a 45-minute monthly telephone conversation.

Developing Director Sharing Program

An inexpensive way to receive expert information, on your campus, in financial development and marketing. This is done by a school sharing a development director with two other schools in your area. This is an excellent way for you to move to the next level.

- Money - Assisting in raising annual money for annual needs, estate planning to secure the future and capital campaigns.
- Mission - Defining the vision, goals and objectives of the school.
- Management - Providing written policies and procedures in the overall and daily operation of the school.
- Marketing - Building enrollment with proven techniques and practices.
- Master Planning - Providing a three year strategic plan through a grass roots participation approach.

For more information: Cell 623.521.6446 or email to RTRogalski@aol.com

To keep it happening...

Please accept my tax-deductible gift to sustain Trinity Lutheran School's remarkable progress.

Name _____ Class Year _____
 Address _____ City _____ State _____ Zip _____
 Home Phone _____ Email _____

Amount of gift: \$5000 \$1000 \$750 \$500 \$250
 \$100 Other _____

My check – made payable to Trinity Lutheran School is enclosed

Leave a legacy for TLS students with a charitable bequest.
 TLS is in my will.
 I will consider putting TLS in my will.

Building A Christ Centered Community

To provide funds for TLS I (we) promise \$ _____ as follows:
 \$ _____ monthly, or
 \$ _____ quarterly, or
 \$ _____ semi-annually, or
 \$ _____ annually

According to the following schedule:

Beginning payment date: _____
 Special details regarding my gift: _____

_____ I (we) would like to make a planned gift. Call me.
 _____ I (we) have a Thrivent policy. Trivent matches (50%) on gifts to \$600.
 _____ I (we) wish to give some stocks/bonds.
 _____ My company matches all gifts. The form will be sent.

Make all checks payable to Trinity Lutheran School and send payment to the school

Put Logo Here

Mail To: Trinity Lutheran School • P.O. Box 483 Elgin, IL 60180-0173
 Thank you for your support; all gifts are tax deductible.